

# PRIVACY POLICY

2023-07-07

## 1. General Terms

(1) Data Controller (also the Service Provider) with regard to this Notice:

- a) Name: DATATRONIC Kereskedelmi és Szolgáltató Korlátolt Felelősségű Társaság
- b) Headquarters address: 1163 Budapest, Lillafüred utca 10/b
- c) Postal address: 1163 Budapest, Lillafüred utca 10/b
- d) Email: info@datatronic.hu
- e) Company registration number: 01-09-711125

(2) In connection with the services available on the datatronic.cloud domain, the Data Controller processes personal data of natural persons in accordance with this Data Processing Policy and information. By using the Portal, you accept the provisions of this Data Processing Notice as binding on yourself.

(3) We handle your personal data confidentially, in accordance with applicable legal requirements, ensuring their security. We take the necessary technical and organizational measures and establish procedural rules to comply with relevant legal provisions and other recommendations.

## 2. Legal background

The data processing we carry out is primarily governed by the terms set forth in the following laws:

- 2:43§ point e.) of Act V of 2013 on the Civil Code (Ptk.);
- Act CXII of 2011 on Informational Self-Determination and Freedom of Information (Adatvédelmi tv.);
- Regulation 2016/679 (GDPR) of the European Parliament and of the Council (EU);
- Act CVIII of 2001 on Certain Issues of Electronic Commerce Services and Information Society Services (Eker. tv.)
- Act XLVIII of 2008 on the Fundamental Conditions and Certain Limitations of Economic Advertising Activities (Gr. tv.)
- Act VI of 1998 on the Promulgation of the Convention of 28 January 1981 (Strasbourg) on the Protection of Individuals in the course of Automatic Processing of Personal Data
- Act CXIX of 1995 on the Processing of Name and Address Data for Research and Direct Marketing Purposes (Kativ.)

## 3. The legal basis for data processing

We process your personal data in accordance with the current data protection laws under the following legal bases:

- Pursuant to **Article 6(1)(a) of the GDPR: Your voluntary consent**, based on appropriate information
- Pursuant to **Article 6(1)(b) of the GDPR**: processing is necessary for the performance of a contract to which you as the data subject are a party (**contract performance**)

- Pursuant to **Article 6(1)(c) of the GDPR**: processing is necessary for compliance with legal obligation to which we, as the data controller, are subject (such as accounting and bookkeeping obligations (**legal obligation**))
- Under **Section 13/A of Act CVIII of 2001** on Certain Issues of Electronic Commerce Services and Information Society Services (**Eker tv.**), where, **without your consent, we can process your natural person identifying data (name, maiden name, mother's maiden name, place and date of birth) and address for the purpose of providing information society services, including the creation, specification, modification, monitoring of performance, invoicing of fees, and enforcement of claims related to contracts for information society services, as well as data concerning the timing, duration and location of service use**
- Pursuant to **6. § section 1 of Act XLVIII of 2008** on the Fundamental Conditions and Certain Limitations of Economic Advertising Activities (**Grtv.**), which states that advertising may be addressed to a natural person, as a direct addressee (direct marketing), specifically via electronic mail or equivalent individual communication tools, **only when the addressee has given clear and explicit prior consent.**

#### **4. The scope of processed data, the purpose and duration of data processing**

##### **4.1 Data processing related to registration:**

During registration, the following information must be provided:

- a) Last name and first name
- b) Contact phone number
- c) Email address
- d) Password

##### **The purpose of data processing:**

Identification and personalized service for registered customers, as well as contract performance.

**The legal basis of data processing: GDPR Article 6(1)(b), as well as Act CVIII of 2001, Section 13/A - contract performance/service provision.**

**Duration of data processing:** If, after registration, you enter a contract with us to use one of our services, we will retain your data related to orders for the purpose of evidence during any potential legal disputes, up to the general statute of limitations period, which is 5 (five) years. Otherwise (if no contract for service provision is established), we will retain your registration until deletion.

##### **4.2 Sending notifications**

We do not send messages to the email address you provided during registration for advertising purposes. These emails are sent for the following reasons:

- Confirmation of registration
- Advance notification of the next month's fee amount
- Sending electronic invoices

If you have not given consent to receive newsletters, such non-commercial emails must not contain advertising content.

**The purpose of data processing:** To provide personalized service to registered customers and fulfill contracts.

**The legal basis for data processing:** **GDPR Article 6(1)(b)**, as well as **Act CVIII of 2001, Section 13/A** –contract performance/service provision

#### **4.3 Recording of orders, invoicing:**

In addition to the data provided during registration, we process the following personal data, which are essential in order to activate the ordered service for you:

- billing name and address (if different from the delivery address)
- the service used

**Purpose of data management:** order and payment process fulfillment, termination

**Legal basis for data processing:** Article 6, paragraph (1) point b) of the GDPR - performance of the contract

**Duration of data processing:** Data related to orders will be stored until the general limitation period, i.e. 5 (five) years, for the purpose of proof in the course of possible legal disputes. Invoicing-related data in order to fulfill accounting obligations, pursuant to § 169 of Act C of 2000, for 8 (eight) years, and Act XCII of 2003 on the taxation system. We process it until the statutory limitation period.

#### **4.4 Recurring bank card payment:**

Bank card payments are made through OTP Bank's online payment system (Simple Pay). You enter the bank card data required for payment on the OTP payment page, so we do not perform any data management operations with your bank card data. As soon as you switch to the OTP SimplePay application, OTP Mobil Kft. is considered an independent data controller with regard to the personal data provided there, necessary for payment by bank card. When paying by bank card, we do not perform data processing, data collection, or other data management activities, we do not have access to these personal data.

#### **Data transfer statement:**

If you use a bank card payment method, the data of your order will be provided to OTP Mobil Kft. as a third party, in view of which you must accept the following Data Transfer Statement before starting the payment.

***I understand that the following personal data stored by the Datatronic Kft. (1163 Budapest, Lillafüred utca 10.) in the user database of <https://datatronic.cloud> will be transferred to OTP Mobil Kft. as a data processor . The scope of the data transmitted by the data controller is as follows: e-mail address The nature and purpose of the data processing activity carried out by the data processor can be found in the SimplePay Data Management information sheet, at the following link: <http://simplepay.hu/vasarlo-aff>***

By sending the order, you accept the Data Transfer statement.

#### **Card registration statement:**

By sending the order, you also accept the following statement:

***„By accepting this statement, I consent to the use of Recurring Payment, so that subsequent payments initiated on the [www.datatronic.cloud](http://www.datatronic.cloud) site after a successful registration transaction are initiated by the Service Provider without re-entering the bank card details and without my consent per transaction. Attention(!): handling of bank card details is done***

*in accordance with the card company's rules. Neither the Service Provider nor SimplePay has access to bank card data. The Service Provider is directly responsible for repeated payment transactions initiated by the Service Provider incorrectly or illegally, and any claims against the Service Provider's payment service provider (SimplePay) are excluded. I have read this information, I acknowledge and accept its content."*

#### 4.5 Use of cookies

##### **What cookies do we use?**

There are cookies that we absolutely must store, because the Website cannot function without them. These are the so-called **technically necessary cookies**. **We are entitled to use these cookies even without your permission.**

- **Cookies that store the data you have recorded:** When you close the browser, these cookies are automatically deleted from your computer. These cookies are only used to identify your computer and do not store any information about you
- **Authentication session cookies:** they serve the purpose of identifying users after logging in, so we can ensure users' access to personal pages, and these cookies ensure that you do not have to log in again and again after each click during navigation.
- **User-focused security cookies:** Cookies designed for specific tasks to strengthen the security of the service specifically requested by the user. These include, for example, cookies that are used to detect repeated unsuccessful login attempts to the website, or other similar mechanisms designed to protect the login system against abuse. Although login cookies are usually set to expire at the end of the session (when you exit the browser), the expected expiration time of security cookies is longer in order to achieve their security purpose.
- **Cookies that helps customize the user interface:** are used to store user preferences related to the service through web pages that are not linked to other permanent identifiers, such as a username. (For example, cookies related to the desired language, cookies related to the desired display form of results during queries).

##### **There are cookies that we can only use with your prior consent. These are the following:**

- **Cookies to increase performance:** Collects data about how you use the Website. We use Google Analytics cookies to better understand the behavior and characteristics of our users: which subpages they visited, how often and for how long. These cookies only identify your computer, the collection of data is anonymous.
- **Functional cookies:** They enable the Website to remember your previous settings, thereby providing the highest possible level of personalized service. It may also contain personal data that you have provided on our site.
- **Targeted cookies:** They enable us to display targeted, relevant advertisements to you. Furthermore, these cookies make it possible to connect to social networking sites. Only your computer is identified, data collection is anonymous.

We use **remarketing services** to deliver our personalized ads to you:

- **Google Adwords:** used to remember your most recent searches, your previous interactions with ads or search results from certain advertisers, and your visits to advertisers' websites. AdWords conversion tracking uses cookies. To track sales and other conversions resulting from advertising, cookies are saved on the user's computer when that person clicks on an advertisement.
- **Google Analytics:** Google Analytics is Google's analytical tool that helps website and

application owners get a more accurate picture of their visitors' activities. The service may use cookies to collect information and report statistical data on the use of the website without individually identifying visitors to Google. In addition to reports made from website usage statistics, Google Analytics - together with some of the advertising cookies described above - can also be used to display more relevant ads in Google products (such as Google Search) and across the Internet. Read more at <http://www.google.com/analytics>

- **Facebook Pixel:** code placed in the source code of the Website, which is used to display personalized ads on Facebook for Website visitors. Read more <https://www.facebook.com/business/help/651294705016616>

**Legal basis for data management:** your prior, voluntary consent

**Duration of data management:** until your consent is revoked

We would like to inform you that the withdrawal of consent does not affect the legality of the data processing carried out on the basis of your consent before the withdrawal.

#### **4.6 Logfiles**

**In order to use the services, the system automatically logs the following data:**

- the dynamic IP address of your computer
- depending on the settings of your computer, the type of browser and operating system you use
- your activity on the website
- the date of the activity

**Legal basis for data management:** Based on point f. of Article 6 (1) of the GDPR, the legitimate interest of our Association as a Data Controller

**Duration of data storage:** 90 days from the date of creation

**We carried out an interest weighing test with regard to the data management carried out on the basis of point (f) of Article 6 (1) of the GDPR and as a result it can be established, that your interests as a data subject do not have absolute priority over the legitimate interests of the Data Controller, data processing does not limit your privacy as a data subject.**

#### **4.7 Data management other than the above purposes**

We may process your personal data for any purpose other than those specified above - especially for the purpose of increasing the efficiency of your service or for market research - only with the prior determination of the data management purpose and on the basis of your consent. These data cannot be linked to your identification data and cannot be transferred to third parties without your consent.

We are obliged to delete this data if the data management purpose has ceased, or if you request so.

#### **5. Data and contact information of data processors**

- We use the Google Analytics software, therefore Google Inc. acts as a data processor in relation to this data. The Data Protection Policy of Google Inc. is available at [http://www.google.com/intl/hu\\_ALL/privacypolicy.html](http://www.google.com/intl/hu_ALL/privacypolicy.html). By using the Portal, you consent to the processing of your data by Google.

Headquarters: US, CA 94043, Mountain View, Amphitheater Parkway 1600

Contact: Google Computing Services Limited Liability Company (headquarters: 1023 Budapest, Árpád fejedelem útja 26-28.)

Contact information: [googlekft@google.com](mailto:googlekft@google.com)

We reserve the right to use additional data processors in addition to those listed above by publishing the names and addresses of the additional processors in a way that is accessible to users no later than the starting point of data processing.

## **6. Entitled to access personal data**

Our own employees, agents and other contributors who need to know the managed data in order to fulfill their work obligations or to perform the tasks they have to perform. We are obliged to ensure that those entitled to access the data we manage always comply with the regulations contained in this data management information sheet and the applicable legislation.

## **7. Your rights in relation to data management**

**You can send your request to assert your rights related to data management to the e-mail address [info@datatronic.hu](mailto:info@datatronic.hu)**

### **7.1 Right to request information**

(1) At your request, without undue delay, but at the latest within 25 days of the submission of your request for this purpose, we will inform you in writing - including the electronic way - about the data we manage or the data processed by the data processor commissioned by us, about their source, the purpose, legal basis and duration of the data management, the name and address of the data processor and its activities related to data management, as well as - in the case of transmission of personal data - the legal basis and recipient of the data transmission.

(2) The information is free of charge. If, however, the request is clearly unfounded or - especially due to its repeated nature - excessive, taking into account the administrative costs associated with providing the requested information or information or taking the requested action:

- a) we can charge a reasonable fee, or
- b) we can refuse to take action based on the request. In any case, it is our responsibility to prove that the request is clearly unfounded or excessive.

### **7.2 Right to erasure**

(3) We are obliged to delete the personal data, if

- a) its processing is illegal;
- b) you withdraw your consent, which is the basis of the data processing, or you request the deletion of your data and there is no other legal basis for the data processing;
- c) it is incomplete or incorrect - and this condition cannot be legally remedied - , provided that the deletion is not excluded by law;
- d) the purpose of the data management has ceased, or the period specified by law for storing the data has expired;
- e) the deletion of the data has been ordered by the court or the Authority.

(4) Instead of deletion, we block the personal data, if the Data Subject requests this, or if, based on the information available, it can be assumed that the deletion would harm your legitimate interests. The personal data locked in this way can only be processed as long as the data management purpose exists, which precluded the deletion of the personal data

### **7.3 Right to access**

(1) You have the right to receive feedback from us as to whether your personal data is being processed, and if such data processing is underway, you are entitled to access the personal data and the following information:

- a) the purpose of the data processing
- b) the data subject categories of personal data
- c) the recipients to whom/to which we have disclosed or will disclose your personal data, with particular regard to recipients in third countries and international organizations
- d) the duration of storage of personal data, or if this is not possible, what are the criteria for determining this duration
- e) Your right to request from us the correction, deletion or restriction of processing of your personal data and to object to the processing of such personal data;
- f) the right to submit a complaint addressed to a supervisory authority;
- g) if the data were not collected from you, all available information about their source

(2) We provide you with a copy of the personal data that is the subject of data management. For additional copies requested by you, the data controller will charge a reasonable fee based on administrative costs. If you submitted your request electronically, we will provide the information in a widely used electronic format, unless you request otherwise.

### **7.4 Right to rectification**

(1) Upon your request, we will correct inaccurate personal data concerning you without undue delay.

(2) If correct or additional data is not available, we will make the correction and addition by means of an additional statement.

### **7.5 Right to object**

(1) You may object to the processing of your personal data, if :

- a) the processing or transmission of personal data is necessary solely to fulfill our legal obligations or to assert our or a third party's legitimate interests, except in the case of mandatory data processing;
- b) if the use or transmission of personal data is with the purpose of direct business acquisition, public opinion research or scientific research; and
- c) in other cases defined by law.

(2) Simultaneously to the suspension of data processing, the objection will be investigated as soon as possible, but no later than 15 days after the submission of the request, and we will inform you in writing of the result. If the objection is justified, we are obliged to terminate the data processing - including the further collection and transmission of data - and to lock the data, as well as to notify all those to whom we previously forwarded the personal data affected by the protest about the protest and the measures taken based on it. After that they are obliged to take action to enforce the right to protest.

If you do not agree with our decision or, if the 15-day deadline is missed, you can appeal to the court against the decision within 30 days from the last day of the deadline or the disclosure of the decision.

### **7.6 Right to restrict data processing**

- (1) We limit data processing if one of the following is true:
- a) You dispute the accuracy of your personal data;
  - b) the data management is illegal and you oppose the deletion of the data and request the restriction of their use instead;
  - c) we no longer need the personal data for the purpose of data management, but you require them to present, enforce or defend legal claims; or
  - d) You objected to data processing.

(2) If data management is subject to restrictions, such personal data, with the exception of storage, will only be processed with your consent, or for the presentation, enforcement or defense of legal claims, or for the protection of the rights of another natural or legal person, or for the Union or a member state public interest.

### **7.7. Right to data portability**

You have the right to receive your personal data provided to us in a segmented, widely used, machine-readable format - if this is technically possible - and if the data processing is based on your consent or a contract and the data processing takes place in an automated manner.

**If your request for correction, restriction or deletion cannot be fulfilled, we will inform you in writing of the rejection of the request and the factual and legal reasons within 25 days of receiving the request.**

Your rights defined in this Section 7 may be limited by law in the interests of the external and internal security of the state, such as national defense, national security, the prevention or prosecution of crimes, the security of the execution of punishment, as well as in the economic or financial interest of the state or local government, economic or financial interest of the EU, as well as disciplinary and ethical offenses related to the exercise of occupations, for the purpose of preventing and uncovering violations of labor law and occupational health and safety obligations - including in all cases control and supervision - and for the protection of the rights of the Data Subject or others.

### **8. Remedies**

In the event of a legal violation, you can apply for a remedy:

a.) directly to us as the Data Controller:

Mailing address: 1163 Budapest, Lillafüred utca 10/b

Telephone number: 36 70 392 7242

E-mail: info@datatronic.hu

b.) to the National Authority for Data Protection and Freedom of Information

Headquarters: 1055 Budapest , Falk Miksa utca 9-11.

Mailing address: 1363 Budapest, Pf.: 9.

Telephone: 36 (30) 683-5969 36 (30) 549-6838 36 (1) 391 1400

Fax: 36 (1) 391-1410

E- mail: ugyfelszolgalat@naih.hu

c.) to the competent Court according to your place of residence, or temporary place of residence.

*The privacy policy is valid from 07.07.2023 until it is withdrawn.*